



# Navy and Marine Corps Guardian Angel Program

Sailors And Marines, Involved Towns  
And Neighborhoods

# Guardian Angel History

- Developed by Army V Corps in Germany
- Started as a simple program to involve local community in welcoming home troops and taking an active role (mentor) to help keep them safe (community advocates)
- Designed and developed with the help of five people, including the originator (CWO-4 Darrel Smith, a dedicated web guy, a senior officer, and a couple helpers)
- Took more than 80 man-hours and has a daily upkeep requirement.
- Concept pushed to several sites, including the

# Current Navy Efforts

- Navy groups actively involved in homecoming efforts:
  - Family Service Center
  - Ombudsmen
  - Norfolk's Welcome Home Group (Base-USO)
  - Squadron/Ship Officer and Enlisted Wives Clubs
  - Navy League
- Return to home at-sea briefs (Family Service Center, State Troopers, and a community representative)
- Deploying commands often set up rides from

# Navy Guardian Angel Program

## Goals

- Connect military team, their families, and community
- Provide a friendly, caring and safer environment for returning Sailors and Marines
- Build unified support from our leaders, active mentors, and community advocates
- Help to reduce mishaps by strengthening our communities, gaining their support, and making them part of our efforts to keep Navy and Marine Corps families from unwanted sorrow
- Solicit support from local governments, leaders and businesses to help us to reduce off-duty incidents and to welcome our returning Sailors

# Steps to Build Navy Guardian Angel Program

- Buy in from local and up-line leadership
- Use existing services as much as possible (don't reinvent the wheel)
- Seek local radio, TV, Cox Cable, and newspaper coverage
- Brief local governments, banks, bars, businesses, Kiwanis, Masonic Lodge, Rotary, and other community clubs to gain support
- Promote program through Navy channels: Navy Media Center, NewsStand, and other magazines
- Use marketing tools: booths, certificates, pamphlets, banners, and bumper stickers to spread the word and to recognize community members joining the cause

## PROS

# Navy Guardian Angel

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## CONS

- Builds community relations
- Improves public relations
- Concentrates efforts that might help reduce mishaps and help services
- Sailors and Marines gain support of community
- Can be built here and made available for other commands, with centralized knowledge base
- Shows NSC can adapt existing system and take lead role

- Cost \$ for Bumper Stickers, Banners and Pamphlets
- Time to Assemble and Execute Plan
- Difficult to incorporate some aspects (web contents and sign-up form, correlating existing efforts, and outside speaking opportunities)
- Might be viewed as a “flash in the pan” effort
- Effective marketing takes extra time, money and effort of a strapped dept and command

# Two-Pronged Approach

- Norfolk Area
  - Gain support of local military and community leaders
  - Build and test here (Midlant Region ownership)
  - Establish lessons learned or knowledge database
  - Find and gain advocates
- Outside Norfolk Area
  - Push Guardian Angel Toolkit
  - Push Knowledge database (lesson learned)
  - Offer POC information

# Guardian Angel Tool Kit

- Safety Center web links (Home, Rec, and Traffic, Taxi Card, etc.)
- Partnership information
- Sample letter for radio, TV stations, and newspapers
- Sample certificates, posters, banners, and bumper stickers
- Guardian Angel brief
- “How to” guide to set up a program in other fleet areas
- POC information



# Additional Info (Back-up Slides)



# Navy and Marine Corps Good Samaritan Program

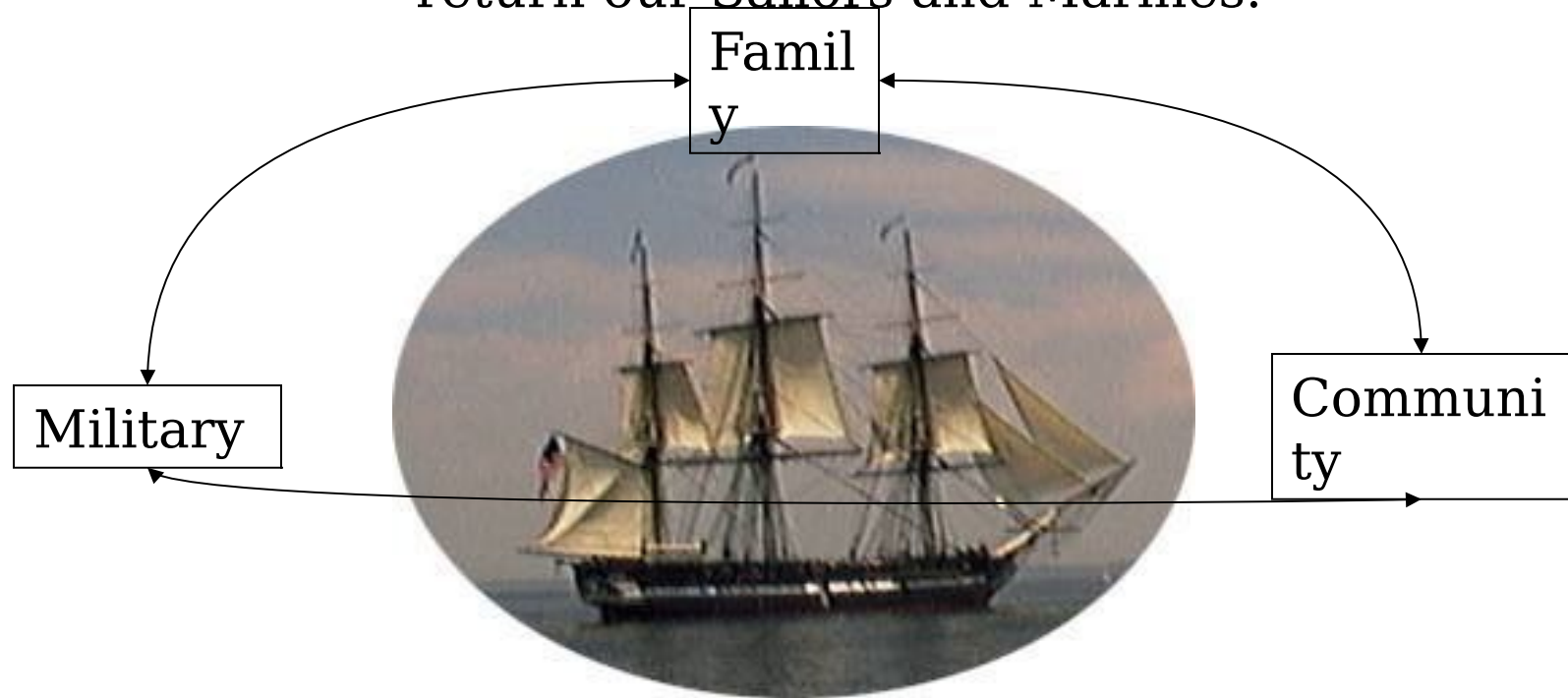
Sailors And Marines, Involved Towns  
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# Good Samaritan Program

A Good Samaritan is a compassionate person who unselfishly helps another or others.

The Navy and Marine Corps' Good Samaritan program hopes to connect the military team, their families, and the community. We believe this triad will provide a friendly, caring and safer environment for our Sailors and Marines returning from war or deployments. Most of our military die and get injured in our cities and towns while driving, working at home, or during sports and recreation. A unified effort from our leaders, mentors and friends can help to reduce mishaps, strengthen our communities, and keep families

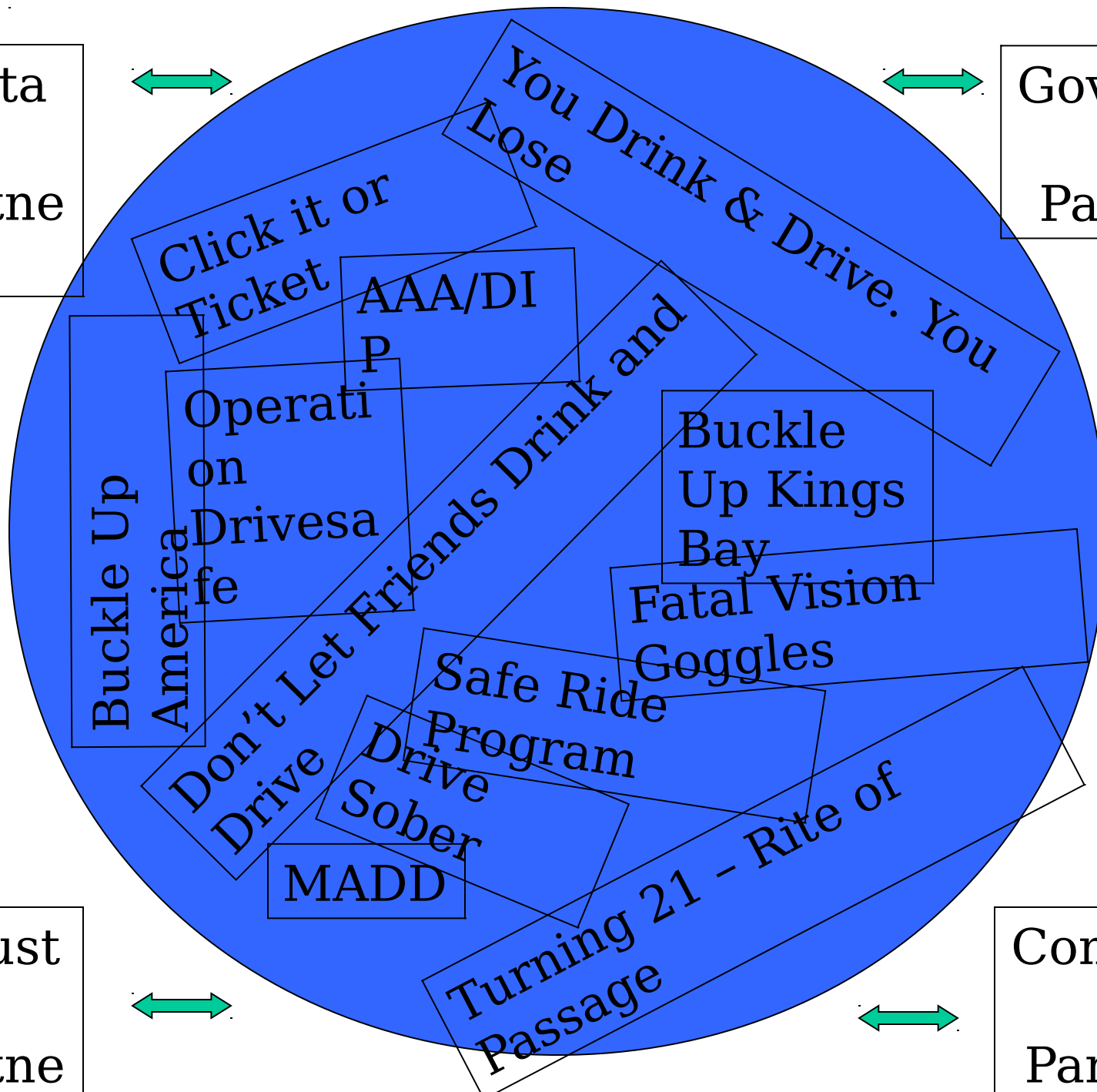
A mast is a ship's strength, and it provides the ability to catch the wind, sail at top speeds for battle, and safely return our Sailors and Marines.



The three parts of the Good Samaritan program are like the coins used in “stepping the mast.” That process places a mast upright and in place on the ship. Before the mast is lowered, three coins typically were placed beneath it. Nautical tradition holds that the coins would ensure safe passage for the Sailors and Marines, just as we hope this new triad will bring safety and community spirit to

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# Bumper Sticker

I'M A GOOD SAMARITAN

Join Today - [www.safetycenter.navy.mil](http://www.safetycenter.navy.mil)

# Business Banners

We Support our Sailors and Marines as a  
Good Samaritan – Ask Us How You  
Can Be One, Too

or contact: [www.safetycenter.navy.mil](http://www.safetycenter.navy.mil) for more info.

# Sample Certificate

Department of the Navy  
Naval Safety Center

## Certificate of Appreciation

AD1(AW) Joan Diaz

Thank you for being a Good Samaritan. Our Sailors and Marines appreciate the concern you have expressed for their safety and well being. Your support and effort is deeply appreciated.

Date: 23 October 2003

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RADM Dick Brooks  
Commander, Naval Safety Center



# Execution

## Plan/POA&M

- Verify existing groups and functions, build master functions list and lessons learned knowledge DB. (Family Service Center and others - 1 week - Dan)
- Build Management Guide (Use Army sample and make adjustments - 1 day - Dan )
- Ensure senior leadership (Base and external) buy-in (Make sure our chain supports effort - 2-3 days - Admiral ?)
- Build web-based system (Probably 1 month for all aspects - Ron)
- Design and Order Good Samaritan marketing goods (Estimate \$1,000 - 1 week design/order, 3 to 4 weeks delivery - Evelyn)
- Send letters to radio, TV and newspapers (2 or 3 days for route, Get interviews for local TV channels and Cox Cable - 2 to 3 weeks - Fred)
- Get invited to speak at local businesses, clubs and charitable events (ongoing effort, 4 to 8 weeks initially - Dan)
- Check success of efforts, make adjustments, and put Good Samaritan tool kit online and notify Navy media of project implementation, availability of kit, guide, and products (ongoing effort - team)
- Provide knowledge base POCs and get online (1 day - Evelyn and Ron)
- Follow-up, adjust program as needed, (ongoing - Mahoney and team)